



We preserve nature's gifts

Actual

Newsletter - n° 72 - vol. 21 - September 2016

TRADE FAIRS

4-6/10/2016

CONXEMAR - ES

Vigo

Stand F28

16-20/10/2016

SIAL - FR

Paris

Hall 5A - Stand M180

5-9/11/2016

GAST HERBST - AT

Salzburg

Hall 10 - Stand 1002

13-15/11/2016

PLMA - USA

Chicago

20-24/11/2016

HORECA EXPO - BE

Ghent

Hall 8 - Stand 8319

Let's continue to grow together!

Industrial growth

So that we can offer an even wider and higher quality product range, we have launched **new production lines at a number of different sites**. For example, in Badajoz (ES), a new grilling line was added and part of the production area was renovated. In Geer (BE), a new spinach preparation line was installed, and in Violaines (FR), virtually a whole new factory is being built to deep-fry vegetables. In Koolskamp (BE), the spinach line was also renovated. Important investment plans have also been approved to **further improve packaging efficiency**. In Ashford (UK) we installed a new packing line for fruit, and in Alpiarça (PT) a second industrial packing line was added. Finally, in Gourin (FR) work began on a completely **new and fully automated distribution centre**.

Strategic growth

In June, we signed an agreement with the Agrokor group. Together, we will invest in the **development of the Vinka factory in Vinkovci (HR)** for fresh-frozen vegetables and fruit. By pooling our forces, we are creating a strategic production and distribution platform for Central and Eastern Europe.

Market growth

In recent months we have seen an **unprecedented rise in demand for organic products**. We have long been active in the production and sale of organic products, but the sudden rise and increasing demand has spurred us on to further develop this product range within the group.

Sustainable growth

Ardo continues to encourage the implementation of various sustainable projects within the group. The results are set out in the **new sustainability report**.



New in Ardo's range

new

Classics

Wellness mix

This mix fits the healthy food trend, thanks to the presence of protein-rich pulses. The colour combination looks very appealing on the plate, and the sunflower seeds complete the mix. Ideal for stir-frying.

4 x 2,5kg - MWN610

Pak choi mix

Pak choi mix is an Asian style vegetable mix but with European-grown vegetables. The slightly sweet mix can be given extra flavour by adding a bit of soy sauce and garlic or ginger in stir-fry dishes.

4 x 2,5kg - MPC610

Festive mix

This vegetable mix gives a festive feel to any meal. The fusion of the slightly bitter flavour of the Brussels sprouts and the oyster mushrooms with the milder taste of the sweet potato and parsnip gives a unique touch to your dish, whether prepared in a frying pan, wok or oven. Also a pleasure to look at, thanks to the decorative effect of the halved Brussels sprouts and the large oyster mushrooms.

4 x 2,5kg - MFM610

new

Les Fruits



FRUIT
pineapple
mango

VEGGIES
spinach
curly kale

HERBS
mint

FRUIT
mango
strawberry
blueberry

VEGGIES
red beetroot

HERBS
ginger
coriander

FRUIT
banana
pineapple
mango

VEGGIES
avocado
butternut squash

HERBS
basil

Passion fruit puree

The range of fruit purées is being expanded with passion fruit puree in 7g portions. This is a tasty exotic fruit, ideal for use in sorbets, ice cream, cocktails, smoothies, coulis, pies, etc.

5 x 1kg - PAP510

Smoothie mixes

These are three very refreshing smoothie mixes using vegetables, fruit and herbs. Each smoothie promises a distinctive taste experience. It's easy to prepare using the individual portions in 125g packets. Add 150-200ml of fruit juice or yoghurt and just blend. Ideal for breakfast or as a refreshing snack.

10 x 750g (6x125g)

green GSM75B - red RSM75B - yellow YSM75B





Les
Tapas



Sweet potato fries

Sweet potatoes are a strong trend worldwide. Following on from the precooked sweet potato cubes and puree, we are now also launching fries. These are very crispy and have a full, sweet flavour. What's more, the fries are gluten-free.

4 x 2kg - AZ1210, 12 x 450g - AZ1510



Duo of rissolées

This original mix of prefried traditional and sweet potato cubes are a tasty addition to any meal. It's a colourful, crispy mix that appeals to young and old alike.

4 x 2kg - MDA210



Fines
Hérbes

Herbs Mix Tartare

It's a delicious combination of herbs and the typical tartare sauce ingredients, ready in no time.

This herbs mix is ideal for making a delicious tartare sauce. Just add some mayonnaise and stir. Use it also as an ingredient when preparing the classic 'steak tartare' or a fish dish.

8 x 250g - UTK010



Thyme

This Mediterranean herb is an essential element of our FoodService 250g range. It is harvested and processed in Provence.

8 x 250g - TIJ010



à table

Quinoa vegetable stirfry

This is a superfood vegetable mix of Asian inspiration. The refined sauce contains touches of ginger, curry and leek. The quinoa, curly kale and soy beans give the mix a modern look. Warm it up in a frying pan or microwave. Serve as a side dish with fish or meat, or as a delicious vegetarian meal.

10 x 1kg - UQG310

Salad Greek style

We are expanding our range of prepared cold vegetable salads by adding a Greek Salad, but with a modern touch. The classic salad with an olive oil dressing and a twist of lemon and basil is given a contemporary touch with the pearl couscous. Ready to serve after defrosting.

10 x 1kg - USG310



Culinary Ardo

Our team of culinary advisors have created an original, flavoursome menu based on Ardo's latest products. Here are some inspiring recipe suggestions. For detailed info and instructions on how to prepare the dishes, go to the Culinary Ardo section on our website www.ardo.com.

Duck breast with Festive mix



Wellness mix with crispy fish



Sushi Pak choi à la Bretonne



Quinoa stirfry with pickled red cabbage



Mango salad with herbs & smoothie injections



New colleagues



Jiri Horák



Carla Hawkes



Mihaela Costea



Kelly Harrington



Kevin Botting



Paul Franklin



Norbert Schneider



Paul Van den hende

Ardo Czech Republic

Jirí Horák will be taking up the position of **culinary advisor** in the Czech Republic. Jirí has nearly 20 years of experience as a chef in hotel restaurants, catering companies and institutional catering. His main focus will be on presenting the Ardo range to end customers and on providing training and support to our distributors' sales teams.

Ardo Ashford - United Kingdom

Carla Hawkes started work as a **Retail Business Sales Manager** with the Sales & Marketing team at Ashford. Carla brings extensive experience with UK retail customers, own label and category management. **Mihaela Costea** and **Kelly Harrington** also recently started work as **Marketing Executives** in the Ashford Sales & Marketing team.

Ardo Eye - United Kingdom

Kevin Botting and **Paul Franklin** started working in the Sales team of Ardo Eye (Rosemary & Thyme) as **Food Industry Business Sector Managers**.

Ardo Germany

Norbert Schneider started working at Ardo as **key account manager Food Industry**. He brings 20 years experience in the food industry, in Retail as well as in Food Service and Industry.

Ardo Ardooie - Belgium

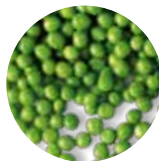
Paul Van den hende started as **Export Sales Manager Asia**. After his studies and internships in Belgium, China, the United States and Colombia, he began working for a seafood trading company.

Market & harvest reports

In the previous edition of Ardo Actual, we predicted less favourable harvest prospects. These predictions have now been confirmed.



The **beans** were planted very late. The results will depend on the weather conditions in September and October. Despite expanding the sowing plans utilising as many hectares as possible, we will probably achieve only 80% of the planned results.



For the **garden peas**, we can now confirm the predicted shortfall of 30%. Some European areas reported a decreased harvest of up to 40%. We will no longer be able to compensate for this volume during the 2016-2017 harvest year. We will try to offset part of this shortfall in 2017 by planning early pea production in Southern Europe. Ardo has already prepared the necessary crop plans to this end.



The poor spring also impacted the **spinach** crop, in particular leaf spinach. Nevertheless, an attempt will be made to realise additional autumn volumes. For example, we will utilise the growing areas in Southern Europe to offset the shortage with autumn spinach. The diversity in Ardo's production and growing areas has proven to be extremely beneficial when several countries are impacted by reduced harvests at the same time.



The production of **young root vegetables** is also critical. The most important European growing areas are located in the Benelux. Large parts of these areas were destroyed by excessive rainfall and flooding. In spite of resowing, we may experience a volume shortfall of roughly 20%.



The volume of **cauliflower** was also significantly lower during the spring harvest. We will have to wait and see whether the autumn harvest will be able to offset this shortfall.

For the **autumn and winter vegetables**, we expect an overall delay in the harvest. The yield will depend entirely on growing conditions over the coming months. A good yield in the second half of the year would still be able to partially offset the damage incurred by the growers and the sector as a whole.

On the other hand, sales of fresh-frozen vegetables remained high during the holiday months. Due to political instability in the Middle East, countries frequented by tourists, such as Greece, Italy, Spain and Portugal, recorded **unprecedented growth numbers**. The consumption of fresh-frozen vegetables increased significantly, particularly in the wholesale market and in the hotel and restaurant sector.

The predicted growth rate of 1% to 2% in European consumption of fresh-frozen vegetables will most likely be realised. In combination with the 2016/2017 European production shortfalls mentioned above, this will constitute **a real challenge for the supply chain**.



Our range in a nutshell

Ardo offers an extensive range of fresh-frozen vegetables, herbs, fruit, potatoes, rice and pasta. These are sub-divided into various product ranges, depending on their processing or type.



We are also offering a few recently launched specials. These are aimed at the specific customer segments we want to attract. Here are a few ideas to start with:

Retail



FoodService



Food Ingredients



Fruit boxes: fresh frozen fruit is showing significant growth in the retail sector. That is why Ardo is expanding its range of fruit boxes with a few new items such as pomegranate, rhubarb and mango.

Smoothies: very trendy and tasty! Imagine a combination of vegetables and/or fruit and/or herbs.

Recently we have significantly expanded the range of **250g herbs**, including a few contemporary herb mixes such as the **Smokey BBQ mix** and **Salsa Mexicana mix**. We also still have our basics for tasty and mouthwatering cuisine and even a few organic herbs, in response to the growing organic food trend.

Ardo offers various **vegetables in a variety of different cuts**. So we have all the ingredients to garnish a delicious **pizza**. These include sliced or chopped **olives**, raw, oven-dried or marinated **tomatoes**, finely chopped **spinach**, etc.



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Ardo, close to its customers worldwide

With sales offices throughout Europe and beyond, there's always a member of our sales team close to hand, to react quickly to local market requirements. They are able to follow up on your interests in Retail, FoodService or Food Industry and react quickly to any questions.





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